

Localism Task Force:

My name is Jeff Pryor, President and General Manager of the Victoria Television Group. I consider myself a veteran broadcaster that has enjoyed a career spanning 37 years in the television business. My time in this business began when the NAB Code kept broadcasters on target in supporting their communities. Even though that code is no longer prominent, I have continued to follow it's guidance through the years.

The Victoria Television Group consists of KAVU TV, KVCT TV, KUNU LP, KVTX LP and KXTS LP, all of which proudly serve the Victoria Texas market. Our group provides 21 hours per week of live local news to our viewers in English and Spanish. Weather is very important to our area due to our close proximity to the Gulf Coast. We have invested in a local Doppler Weather Radar to give our three meteorologists the ability to monitor for severe weather and help protect the community. We broadcast weather information and Amber Alerts in English and Spanish when ever the need arises. Our news product regularly contains interviews with local political candidates and non-profit organizations to allow better exposure to the public. We also produce a community service program called Community Crossroads that airs weekly and focuses on issues and needs in our viewing area.

The Victoria Television Group donates thousands of dollars per month in air time and video production to area organizations through sponsorships, long form video, dubbing services, talent services and Public Service announcements. All department managers serve in some capacity as a board member or mentor for a local organization or school system. As a part of this letter, I have included the names of some of the organizations we have served over the past few months. I will be happy to provide detailed contact information for these groups to allow the Task Force to confirm what the Victoria Television Group has done for them:

Crossroads Chapter of the American Red Cross  
American Cancer Society  
Bluebonnet Youth Ranch  
Children's Discovery Museum  
Community Action Committee  
Community Food Bank  
Child Study Clinic  
Consumer Credit Counseling Service  
Cultural Council of Victoria  
Devereaux Foundation  
Golden Crescent CASA  
Habitat for Humanity Victoria  
Goodwill Industries  
Memorial Dance and Drill Team  
Hope of South Texas  
Hospice of South Texas  
Making the Grade  
Mid-Coast Family Services  
SK8 on 4 Youth  
Victoria County United Way  
The Texas Zoo

The Salvation Army  
Texas Workforce Solutions  
Victoria Art League  
YMCA of the Golden Crescent  
Victoria Fine Arts Association  
Victoria Community Theatre  
Victoria Bach Festival  
Victoria Chamber of Commerce  
Victoria Symphony Society  
Victoria Regional Museum Association  
...and more.

We take tremendous pride in being an important part of the area we serve. I am confident that the Commission will find that broadcasters throughout the country have the same relationship as we do with their listeners and viewers.

Jeff Pryor  
President/General Manager  
Victoria Television Group